

Office of Economic Development
EDAB Mesa Business Accelerator Subcommittee
MEETING MINUTES

Date: July 5, 2011 2:00 P.M.

MEMBERS PRESENT

Steve Shope, Chair
Mitzi Montoya
Jeff Pitcher
Bob Pothier
Peter Sterling

STAFF PRESENT

William Jabjiniak
Shea Joachim

GUEST

Todd Hardy

1. Chair's Call To Order

Chair Steve Shope called the meeting of the EDAB Mesa Business Accelerator Subcommittee to order at 2:00 p.m.

2. Role and Expectations

Chair Shope reviewed and defined the scope, expectations, duration of the committee and the final product to be delivered from the Mesa Business Accelerator Subcommittee.

Mr. Shea Joachim commented the goal of the Subcommittee is to assist in moving the accelerator initiative forward.

3. Review of Mesa Business Accelerator Business Plan

Mr. Joachim stated a brief history of how the Business Plan came about. Numerous meetings were held and a Business Plan was developed and completed with the assistance of several stakeholders and groups interested in seeing an Accelerator formed. They recommended not using the Business Plan as a screening criterion, but as a means to develop a specialized accelerator such as: the Center of Excellence in Aerospace or Applied Engineering. The utilization of the aerospace and engineering assets already in the local area assisted in enhancing the Business Plan.

Mr. Joachim added that there have been numerous changes in the marketplace and some of the recommendations in the Business Plan may not be as relevant as they once were, but with the guidance of the Subcommittee the accelerator will reach implementation.

Discussion began with the committee sharing ideas for the focus of the Accelerator. The committee suggested a focus on technology areas stemming from Mesa's economic development HEAT initiative such as aerospace. The committee emphasized the importance of communicating and building on the strengths and assets in the Gateway area that will be attractive to technology-focused businesses. The committee discussed the value to businesses in clustering and leveraging the area assets.

4. Project Key Issues and Next Steps

Chair Shope invited the Subcommittee members to discuss issues such as:

- o What is the definition of the Mesa Accelerator and what is the return to Mesa?
- o What types of businesses do we want?
- o Facilitate utilization of SBIR/STTR Programs
- o Facilitate tie-in to Local/Regional large businesses and universities
- o Review of existing Accelerator Business Plan
- o Study physical location(s) options for the Accelerator
- o Scope of services supplied to small businesses by the Accelerator
- o Graduation out of the Accelerator
- o Rules, regulations, etc.
- o Budget
- o Outreach efforts to attract small business
- o Metrics for success

After discussion the Subcommittee agreed that the first two (2) key issues to begin moving forward with were: 1) evaluation of a site(s), including but not limited to, a closer evaluation of the facility on the ASU campus all with pros/cons; and 2) the need to craft a detailed Program of Services to be provided to the tenants. The completion of the Program of Services will ultimately dictate what type of facilities will be required.

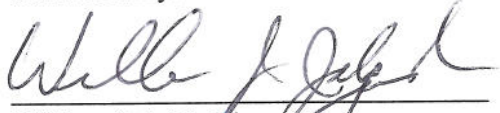
5. Meeting Frequency

Chair Shope suggested meeting frequently to keep the ball moving. It was agreed to schedule the next meeting on Monday, July 18 at 10:00 a.m.

6. Adjournment

Chair Shope adjourned the meeting at 3:15 P.M.

Submitted By:



William J. Jabjiniak
Economic Development Department Director
(Prepared by Shea Joachim)